

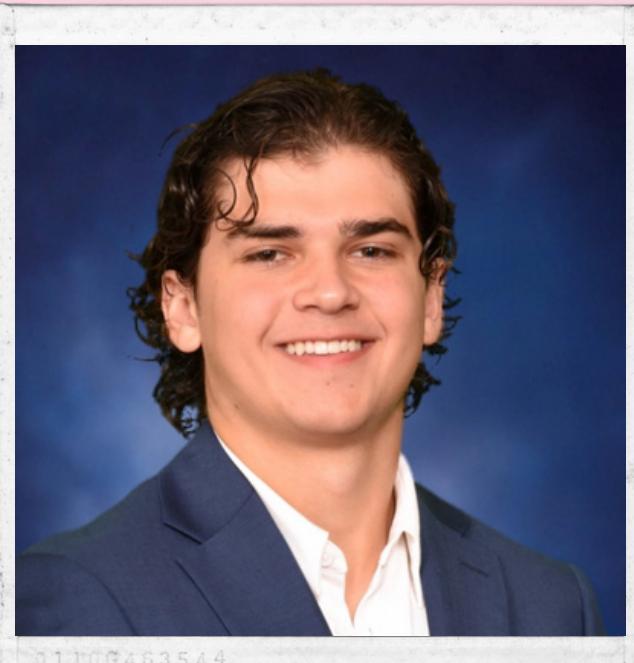


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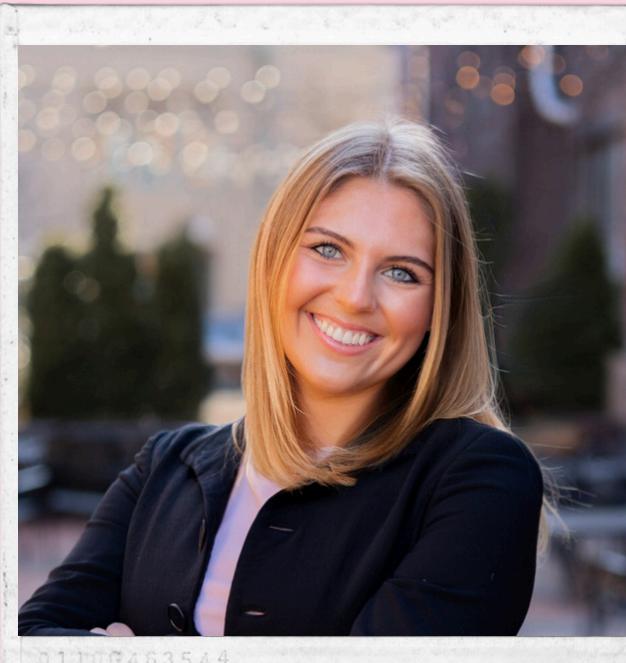
Agenda

- Introductions
- Brand Overview and Issues
- Research Overview
- Repositioning Statement
- Call to Action and Repositioning Plan
- IBC Implementation Recommendations
- Campaigns
- Media Schedule
- Campaign Budget



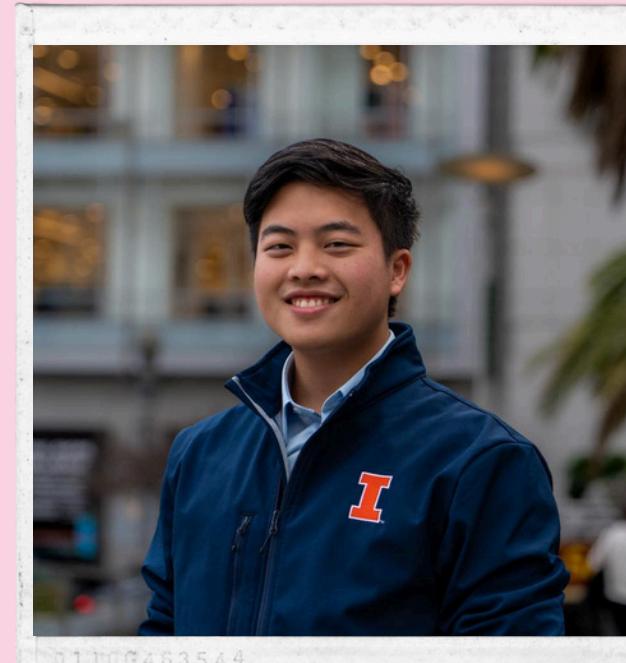
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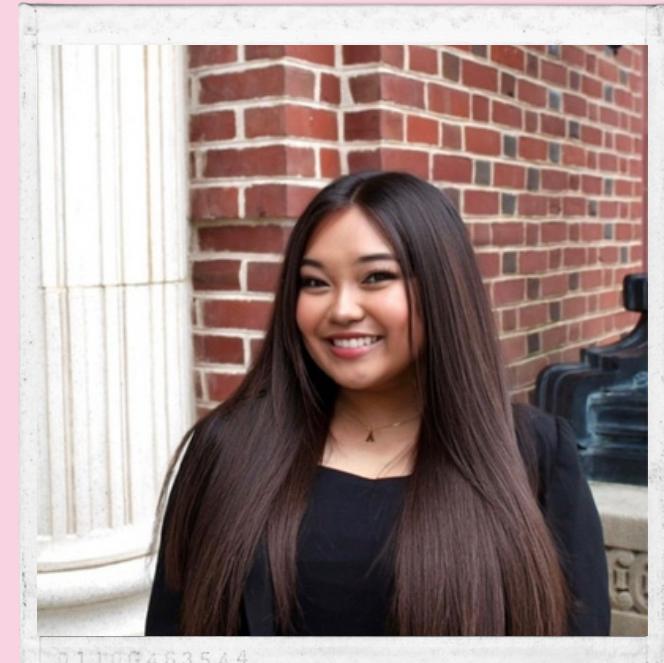
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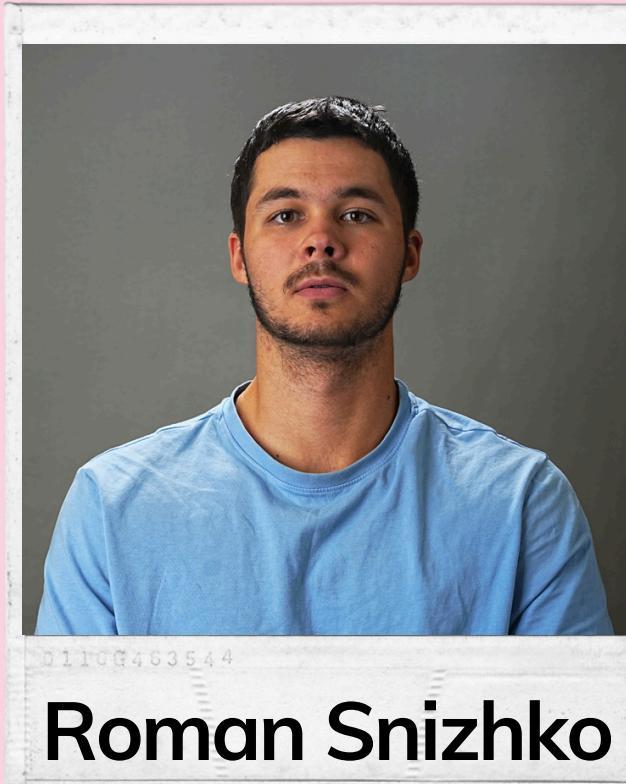
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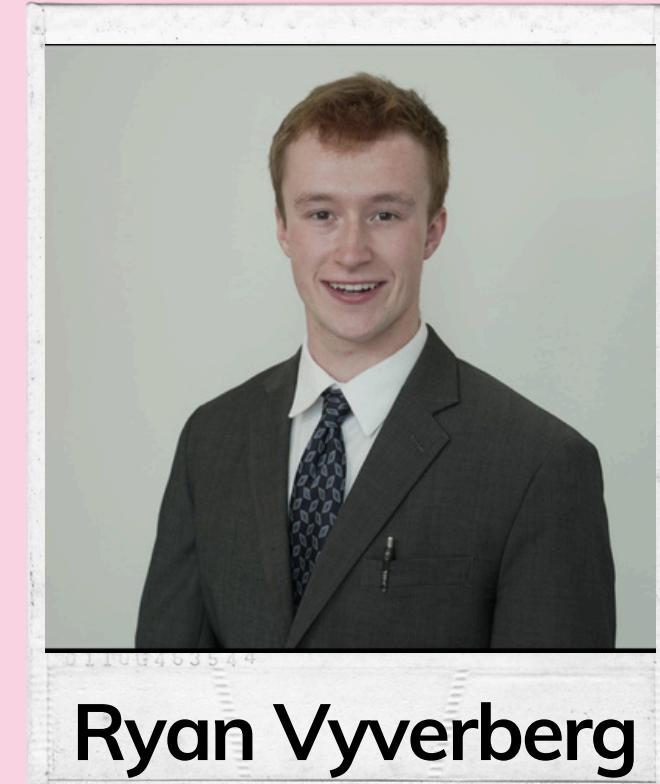
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Brand Overview

Say Hello to Jell-O!



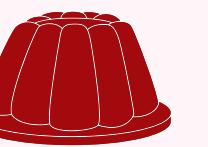
“There’s always room for Jell-O!”

Once a staple in many American Households; Iconic
Marketing Campaigns



Founded: 1897

Kraft Heinz Parent Company:
Kraft Heinz



Category:
Gelatin Desserts



Known for its
playful,
jiggly texture and
nostalgic appeal



Issues

1

Struggling

Jell-O's strengths: Nostalgia, affordability, and playfulness

make it unique

Challenges: Needs modernization, competition from healthier dessert alternatives, declining relevance

2

Health and Wellness

No longer align with the priorities of today's **health-conscious, socially engaged consumers**, especially college students

3

Brand Identity

Jell-O needs to identify the **target market** for their products



Research Implementation

Research Methods

- **Quantitative: Qualtrics Survey (13 Questions)**
 - 32 respondents from target market
 - Contacted friends, coworkers, and colleagues within target market to complete our survey
- **Qualitative: In-Person Interviews (10 Questions)**
 - 3 In-Person Interviews
 - Conducted interviews with three participants to gather consumer attitudes and behaviors toward Jell-O and gelatin-based desserts
 - 1 individual from past target market, 2 individuals from new target market



Target Market

Demographics

- Ages 18 to 25
- Primarily college students or recent grads
- Low to moderate income, budget-conscious
- Often responsible for bringing snacks or drinks to group events

Psychographics

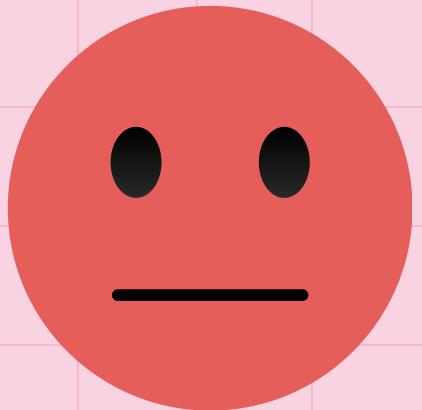
- Socially active and enjoy group events
- Value health but still like to indulge occasionally
- Interested in novelty and convenience
- Seek affordable ways to enhance their social experiences

Results



Health focused snacking is in demand

77% of respondents showed strong interest in healthier snack options, particularly those with added hydration, vitamins, and protein



Jell-O is under consumed but not rejected

While not top-of-mind, the product wasn't dismissed, indicating potential with repositioning



Willingness to pay more

Over 80% said they would pay a premium for improved health benefits (low sugar, functional ingredients, hydration)



Price sensitivity remains a factor

But quality trumps price if value is clear

Interview Results



Interviews

Key Takeaways Suburban Mom:

- Buys products with healthy additives (electrolytes, vitamins)
- Only her kids consume Jell-O in the family
- Feels Jell-O is more popular with kids as a snack or a party favor for adults (shots)
- Feels her kids would request Jell-O more if it incorporated influencer tie-ins.
- Feels Jell-O as a dessert is a dead trend.



SUBURBAN
MOM

Key Takeaways Students:

- Enjoy flavorful snacks but always consider healthier options
- Rarely purchased by these students but consumed on occasion
- Considered healthier Jell-O option but questioned flavor
- Consumers of Electrolyte type powder situationally as well
- Seen gelatin shots at Parties and always assumed it was Jell-O



STUDENT 1



STUDENT 2



Positioning Statement

Among **health-conscious**, college-aged students looking for a fun and affordable party treat, Jell-O is the go-to brand for **creative and shareable snacks that bring hydration** to any celebration with convenience, **better-for-you** options, and nostalgic flair, making people feel **hydrated, energized, and connected**.



Call to Action

**"Fuel Your Fun. Hydrate Boldly. Jell-O
is your energy, reimagined."**

- Modernized, health-conscious take
- Repositioned from a child friendly dessert to a snack for active, energetic young adults



IBC Implementation Recommendations



ADVERTISING

Launch short-form digital video ads (TikTok, Instagram Reels) promoting Jell-O as an energizing, wellness-friendly snack



SOCIAL MEDIA ENGAGEMENT

Launch the #FueltheFun hashtag challenge to spark user-generated recipes and sport content, supported by meme-style posts and “hydration fuel” narratives across Instagram, TikTok, and Snapchat to drive viral engagement



PARTNERSHIP

Partner with Red Bull or LiquidIV to reinforce Jell-O's hydration positioning, and collaborate with athletic brands like Nike, Lululemon or Alo on a “Chill & Refuel” campaign to align with active lifestyle audiences.



PACKAGING REFRESH

Refresh packaging to highlight hydration, vitamins, and low sugar, using bright yet clean aesthetics that feel energizing and modern, moving away from outdated or childish visuals.





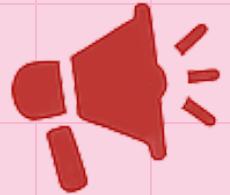
Repositioning Plan



Launch Jell-H2O as a hydration forward snack with functional wellness benefits



Reinvent the in-store with eye-catching, wellness driven packaging



Encourage creator led, UGC content on social media platforms



Partner with micro influencers and wellness gurus aligned/popular with Gen Z

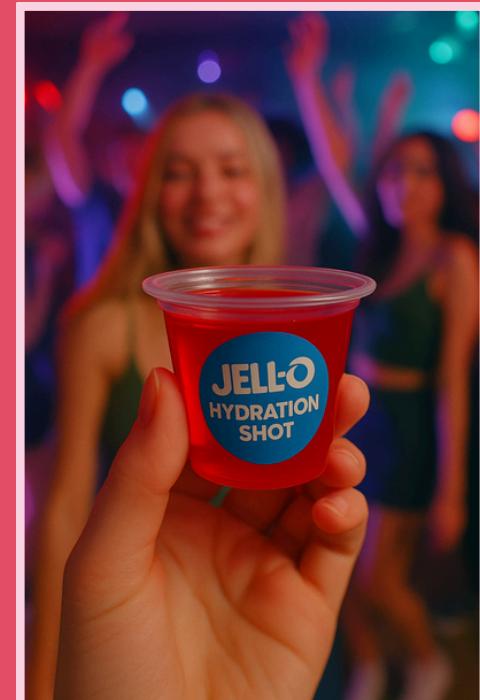


Align messaging around hydration, feel-good energy, and functional benefits



Campaigns

#FueltheFun Tiktok challenge



Show how you “Fuel the Fun” with Jell-O, whether a hydration shot before a workout or a party snack (no hangovers here). We’ll partner with collegiate fitness influencers like **@julielawfit** (620K) and party content creators using remixable audio, trending dance formats, and delicious recipes to drive UGC, boost virality, and highlight Jell-O’s hydration benefits.

Jell-O's Hydration Hero's



Run Club x Jell-O Hydration Station



Introduce a new line of Jell-O products, Jell-O H2O, infused with hydration benefits, Jell-O snack packs and drink mix packets that can be added to water. These energizing, vitamin-boosted options will be sold in campus stores, Tiktok Shop, and online. The goal is to position Jell-O as a fun, functional snack and drink for health-conscious students looking to stay hydrated.

Host sponsored hydration stations for UIUCs Run Club on Sundays and other larger campuses, offering electrolyte-packed Jell-O samples in branded cups. This activation boosts Jell-O’s relevance as a fun, functional post-workout refreshment and strengthens its connection to health-conscious college audiences.



Campaigns cont.

Alo's "Chill and Refuel" Collection

Jell-O is teaming up with Alo Yoga to launch the "Chill & Refuel" collection, a bold crossover between hydration, wellness, and style. Inspired by the vibrant colors of Jell-O's new hydration-infused snack packs and drink mixes, this limited-edition line features yoga sets, joggers, and athleisure pieces in fruit-forward shades like Electric Lime, Berry Boost, and Strawberry Surge. The goal is to connect with health-conscious Gen Z consumers who want to look good, feel good, and stay fueled, whether they're heading to class, a workout, or just chilling.



Lollapalooza Jell-O Lounge

Create a branded Jell-O tent at Lollapalooza with free samples, shaded hangout spots, and TikTok-worthy backdrops. Featuring wellness drink samples, exclusive giveaways, and Jell-O-themed festival merch, this activation positions the brand as fun, fresh, and culturally relevant, deeply embedded in Gen Z's favorite spaces.





Media Schedule 2025

May-June	May-Aug.	Late July-Early Aug.	Aug. - Oct.	Oct. - Dec.	Dec. - Jan. 2025
<p>Create buzz around new hydration products and upcoming collabs</p> <p>Campaigns: -#FuelTheFun TikTok Challenge -Teasers for Alo “Chill & Refuel” collection</p> <p>Channels: TikTok, Instagram Reels, YouTube Shorts</p>	<p>Drive awareness and lifestyle alignment through fitness + fashion</p> <p>Campaigns: -Alo Yoga x Jell-O “Chill & Refuel” Collection -Promote Hydration Hero product line in wellness/fitness spaces</p> <p>Channels: On-campus activations, Instagram, Alo-owned channels, fitness influencers</p>	<p>Embed Jell-O into Gen Z culture during peak music season</p> <p>Campaigns: -Jell-O Lounge @ Lollapalooza with samples, shaded spots, TikTok backdrops</p> <p>Channels: TikTok, IG, on-site activation, festival media coverage</p>	<p>Drive trial and awareness on campus with UGC and events</p> <p>Campaigns: -Hydration Hero product push in campus stores -Alo Yoga x Jell-O “Chill & Refuel” Collection -Run Club x Jell-O Hydration Station pop-ups on campuses like UIUC -#FuelTheFun TikTok Challenge (UGC peak push)</p> <p>Channels: TikTok, campus events, direct mail to student housing, Liquid IV partner boosts</p>	<p>Start of the Holiday season Keep momentum with wellness and party positioning</p> <p>Campaigns: -UGC re-posts, wellness pod shoutouts, product reviews -Partner pushes (e.g., Liquid IV, Red Bull collabs)</p> <p>Channels: Podcasts, TikTok, wellness influencers, college mailers</p>	<p>Position Jell-O as the fun, healthier party option</p> <p>Campaigns: -#FuelTheFun TikTok Challenge (previews + creator seeding) -Holiday Packs</p> <p>Channels: TikTok, Pinterest, email series, student party pages</p>



Campaign Budget

1. Influencer & Social Media Marketing: \$40,000,000

- a. Influencer Partnerships: \$20,000,000
- b. Social Media Ad Spend: \$15,000,000
- c. Content Production: \$5,000,000

2. Experiential & Event Marketing: \$37,000,000

- a. Festival Sponsorship Activation: \$25,000,000
- b. Sampling Events & Run Clubs: \$10,000,000
- c. Jell-O Lounge Festival Merch: \$2,000,000

3. Product & Brand Innovation: \$21,000,000

- a. Product Collab with Liquid IV: \$8,000,000
- b. Packaging Refresh Design: \$3,000,000
- c. Alo Collab: \$10,000,000

4. Contingency: \$1,000,000

= **\$100,000,000**



Key Takeaways

1

Jell-O is ready
for Reinvention

There's a clear need to modernize the
brand to compete with health-conscious
and functional snack options.

2

Health and
Wellness

Gen Z consumers are highly receptive to
snacks that offer hydration, vitamins, and
energy.

3

Cultural
Relevance

Jell-O can embed itself in Gen Z lifestyle
spaces and rebuild cultural momentum
through digital marketing and influencer
focus



★ Questions ★

JELL-O



Thank You!

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1. When choosing snacks for your family, what product qualities matter most? For example, flavor variety, price, healthiness of product, quality of product.

a. Healthiness, quality and taste are the most important

2. How important are organic, healthy food options for you and your family?

a. It depends what it is if I'll pay for organic (fruits and veggies are worth it), some things I don't think I'd pay for if it is "organic."

3. What is the first brand you think about when I say "Gelatin Desserts"

a. Jell-O

4. When you are choosing snacks for your family, how often do you specifically purchase Jell-O or other gelatin-based desserts?

a. I only purchase Jell-O when my kids want it, other than that, never.

5. When you do buy gelatin-based desserts, do you typically buy Jell-O?

a. Only Jell-O.

6. In your household, who typically consumes Jell-O? For example you, your children, guests?

a. Only my kids consume Jell-O.

7. What do you think a fair price for a pack of gelatine similar to Jell-O is? What is the most you would be willing to spend?

a. I would say anywhere under \$5. I wouldn't be willing to spend more than that.

8. If Jell-O offered a healthier alternative (added vitamins/protein, organic ingredients) would you be willing to pay more compared to regular Jell-O or other gelatine brands?

a. Yes, I tend to purchase other snack options with added vitamins/proteins.

9. To your memory, have you seen any recent Jell-O advertisements or promotions? How often and when?

a. No I have not, not on TV or on social media. I feel like I haven't seen a Jell-O ad in years, but I feel Jell-O almost doesn't need the advertising (it's iconic, it's been around). Don't feel like an advertisement would be worth it.

Start Date	End Date	Status	IP Address	Progress	Duration (in sec)	Finished	Recorded Date	Respondent	Recipient Last Name	Recipient First Name	Recipient Email	External Reference	Location Latitude	Location Longitude	Distribution Channel	User Language	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13
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